

World Candle Month

September 2022

Promotional Toolkit
“Lighten the Mood”



World Candle Month is organized by the National Candle Association

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About World Candle Month

Dear Partner,

September marks World Candle Month, a celebration established by [National Candle Association](#) (NCA) to bring to light the various ways candles enrich our daily lives. The annual event brings together candle lovers from around the world. World Candle Month is just one of the many ways NCA encourages industry collaboration to promote global candle sales and bring awareness to the benefits of candles.

This year's World Candle Month theme is "*Lighten the Mood*". Below you will find ideas and tips to celebrate with us all month long.

In your social media posts, be sure to use #WorldCandleMonth. If your company is having any upcoming initiatives or promotions, please feel free to reach out.

World Candle Month is also contracted with [National Today](#), the number one destination in the world for people looking for a reason to celebrate, and the brands/events that want to celebrate with them. Visit and share our [National Today – World Candle Month Page](#) for more information on the history of WCM and additional ways to celebrate.

Thank you,



Brad Root
President
National Candle Association



Matthew Mantione
Executive Director
National Candle Association



World Candle Month Partners



The National Candle Association (NCA), founded in 1974, is the major trade association representing U.S. candle manufacturers and their suppliers. The mission of the National Candle Association is to serve and represent its candle manufacturing members of the United States of America and their suppliers, and to promote safe products and a healthy environment for the industry. Headquartered in Washington, DC, NCA has more than 100 candle manufacturers and suppliers as members and is widely recognized as the leading technical authority on candle manufacturing, science, and safety.



The Latin American Candle Manufacturers Association – ALAFAVE – was created in 1999 as a non-profit association by a group of candle manufacturers and suppliers to the candle industry. The goals of ALAFAVE are: to promote the Latin American candle industry through the sponsorship of digital publications and of conferences where the exchange of technical, market and regulatory information among its members takes place; to promote the production of quality candles and the safe use of candles in the region; to strengthen the integration of the Latin American candle industry in today's global economy.



The European Candle Manufacturers Association (ECMA) is the collective voice for the leading candle manufacturers and suppliers to the candle industry in Europe. Priorities are quality, research, standardization and compliance – and to offer safe and beautiful candles consumers can enjoy. ECMA was founded in 2021 when the former Association of European Candle Makers and European Candle Association joined forces.



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Social Media Messaging & Suggested Posts

Suggested Posts:

- September is #WorldCandleMonth. How are you celebrating?
- Candles are a great way to lighten the mood. With the variety of candle types available, they double as home décor. Do you use candles to decorate? #WorldCandleMonth
- Enjoying the cool fall weather? Candles are a great way to illuminate your next outdoor date night or dinner with friends and *lighten the mood*. #WorldCandleMonth
- With over 10,000 candle scents available, you are guaranteed to find the perfect scent to *lighten your mood*. Celebrate #WorldCandleMonth by picking up a new scent or an old favorite.
- In recent years there have been many questions about candle emissions. A recently conducted safety study proved their safety. Learn more: <https://candles.org/wp-content/uploads/2021/11/Measurement-and-evaluation-of-gaseous-and-particulate-emissions-from-burning-scented-and-unscented-candles-2021.pdf>
- Candles never last as long as we'd like, but by following NCA's candle care tips, you can get every last second out of your candle. Follow these candle care tips: <https://candles.org/tips-from-the-experts/> #WorldCandleMonth
- As you celebrate #WorldCandleMonth, it is essential to keep safety in mind by ensuring you are taking proper care of your candles. Check out our safety guide: <https://candles.org/your-foolproof-guide-to-burning-a-candle-correctly/>
- Candles come in a variety of shapes and sizes ranging from jar to pillars. What is your favorite candle shape? #WorldCandleMonth
- While candles are a great way to illuminate your home, safety is important to keep in mind. Candles should never be left unattended. Find more candle safety tips: <https://candles.org/fire-safety-candles/>



Shareable Resources

[World Candle Month](#)

[NCA Frequently Asked Questions](#)

[Fire Safety and Candles](#)

[Expert Candle Tips](#)

[Scents Can Have a Positive Effect on Your Mood](#)

[Candle Scent Trends – Cocktails, Beer and Cannabis Scents Find a New Market](#)

[NCA LinkedIn Group](#)

[NCA Instagram Channel](#)

[World Candle Month Facebook Page](#)

[World Candle Month Pinterest Page](#)

[World Candle Month YouTube Channel](#)

[European Candle Manufacturers Association](#)

[The Latin American Candle Manufacturers Association](#)

[ALAFAVE Facebook Page](#)

[ALAFAVE Instagram Channel](#)

[ALAFAVE LinkedIn Group](#)

[ALAFAVE YouTube Channel](#)

[National Today – World Candle Month](#)

[NCA Blog](#)

[Scented Candle Safety Study](#)

[NCA's Report on Botanical Candles](#)

[Candle History](#)



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How to Get Involved

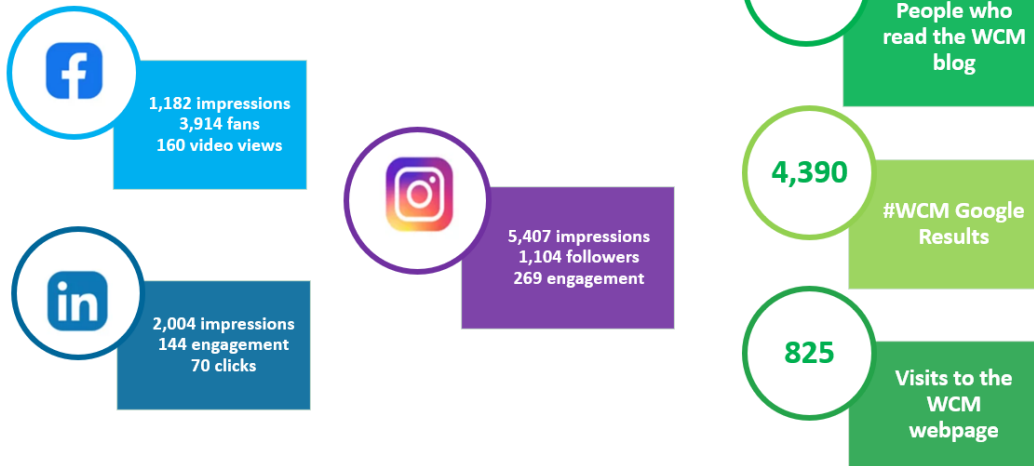
- Announce World Candle Month on your company's website and in marketing materials
- Share a blog post on how to incorporate candles into your world utilizing the theme of "*Lighten the Mood*"
- With life returning to normal, it is the perfect time to host an in-person happy hour for your customers and/or employees
- Host an Instagram or Facebook live with a WCM Partner or individually to show customers how you are celebrating
- Connect with WCM Partners on social media channels
- Use the #WorldCandleMonth when posting on social media
- Share these resources with any influencers, media or bloggers you work with



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Results from 2021 WCM

Highlights by the Numbers



Sample Media Placements

- **Gift Shop Plus** – 8/26/21 – NCA mention / quotes from press release
- **Stationary Trends** – 8/26/21 – NCA mention / quotes from press release
- **Happi** – 9/1/21 – NCA mention / Kathy LaVanier quote
- **KNUE 101.5** – 9/14/21 – NCA mention / Rob Harrington quote
- **Witches of the Craft** – 9/21 - NCA mention / Link to WCM / Link to National Today
- **CBS WFMY Channel 2** – 9/15/21 – NCA video / Link to WCM / quotes from press release

